

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

1. Cancelled.
2. (Currently amended) The method according to claim 1 ~~40~~, wherein the ~~location-based~~ **sponsored** information comprises **at least one of** location based advertising **and location based content**.
3. Cancelled.
4. (Currently amended) The method according to claim 2, wherein the ~~location based advertising~~ **sponsored information** relates to a particular subject matter area.
5. (Previously presented) The method according to claim 4, wherein the particular subject matter is determined based on the user.
6. Cancelled.
7. Cancelled.
8. (Currently amended) The method according to claim 1 ~~40~~, wherein the step of determining **the target** location data comprises at least one of: receiving location data input by the user, using a network address of a **the user's** computing/communications device ~~used by the user, using location data determined by the computing/communications device used by the user, and~~ using a location table for determining the location data, ~~or receiving location data from a geographic tracking system.~~
9. Cancelled.

10. Cancelled
11. Cancelled
12. Cancelled.
13. Cancelled.
14. (Currently amended) The method according to claim ~~1~~40 wherein the network is the Internet.
15. Cancelled.
16. Cancelled.
17. (Currently amended) The computer readable data storage medium according to claim ~~16~~47, wherein the ~~location based~~ **sponsored** information comprises **at least one of** location based advertising **and location based content**.
18. Cancelled.
19. (Currently amended) The computer readable data storage medium according to claim ~~17~~47, wherein the ~~location based advertising includes advertising related~~ **sponsored information relates** to a particular subject matter area.
20. (Previously presented) The computer readable data storage medium according to claim 19, wherein the particular subject matter area is determined based on the user.
21. Cancelled.
22. Cancelled.

23. (Currently amended) The computer readable data storage medium according to claim ~~16-47~~, wherein the first program code determines the **target** location data by at least one of: receiving location data input by the user, using a network address of a **the user's** computing/communications device ~~used by the user, using location data determined by the computing/communications device used by the user,~~ **and** using a location table for determining the location data, ~~or receiving location data from a geographic tracking system.~~

24. Cancelled

25. (Currently amended) The computer readable data storage medium according to claim ~~16-47~~, wherein the first program code and the third program code communicate with a **the user's** computing/communication device ~~used by the user.~~

26. (Previously presented) The computer readable data storage medium according to claim 25, wherein the computing/communication device includes at least one of: a personal digital assistant (PDA) or other portable device, a web browser, a cell or other wireless phone, a electronic billboard, a website, a pager, a television, a web-based television device, an internet enabled device or appliance, a health monitoring device, a kiosk displaying information related to one or more subject areas, a terminal in a library, an Internet radio application, and a job related web site.

27. Cancelled.

28. Cancelled.

29. (Currently amended) The computer readable data storage medium according to claim ~~16-47~~, wherein the network is the Internet.

30. Cancelled.

31. Cancelled.

32. (Currently amended) A method ~~of displaying information from an information site on a network, the method comprising the steps of~~ **as recited in claim 40 comprising:**

determining contextual information, other than a **the user's physical** location ~~of a user or a~~ **physical location of the computing/communications** ~~device that uses information on the network;~~

generating the **sponsored** information based on the determined contextual information; and

providing the generated **sponsored** information over the network to the user.

33. Cancelled.

34. (Currently amended) The method according to claim 32, wherein the contextual information comprises a type of ~~the device~~ **through which the user communicates with the network** or characteristic of the user.

35. (Currently amended) The method according to claim 34 wherein the type of device comprises one of a laptop, a pager, an electronic billboard, ~~a GPS receiver or device connected to the GPS receiver,~~ or internet appliance.

36. Cancelled.

37. Cancelled.

38. Cancelled.

39. Cancelled.

40. (New) A computer implemented method of communicating information concerning a target location for which a user seeks information from a server to a user's computing/communication device communicatively connected to said server on a network, the method comprising the steps of:

determining a said target location specified by said computing/communication device independently of a current physical location of said computing/communication unit and said server;

at said server retrieving from a database at least one of a plurality of categories of sponsored information provided by exclusive sponsors for said target location; and

delivering said sponsored information to said computing/communications device over said network.

41. (New) A method as recited in claim 40, further comprising interpreting data input by a user of said computing/communication device to determine said target location.

42. (New) A method as recited in claim 41, further comprising communicating to said user through said computing/communication device location selection options.

43. (New) A method as recited in claim 42, further comprising communicating to said user through said computing/communications device a series of said location selection options, each said location selection option of said series comprising a more specific geographic sub-division than a preceding location selection option of said series.

44. (New) A method as recited in claim 42, comprising delivering from said server to said computing/communications device said sponsored information from exclusive sponsors for a specific time period.

45. (New) A method as recited in claim 44, comprising delivering from said server to said computing/communications device said sponsored information from exclusive sponsors for each of said geographic sub-divisions.

46. (New) A method as recited in claim 40, wherein said sponsored information comprises information concerning at least one of: real estate services, residential construction services, health care services, automotive services, financial services, delivery services, repair services and professional services.

47. (New) A computer readable data storage medium having program code stored thereon that, when executed by a computer, communicates information concerning a target location for which a user seeks information from a server to a computing/communications device communicatively connected to said server on a network comprising:

a first program code that determines a said target location specified by said computing/communication device independently of a current physical location of said computing/communication unit and said server;

a second program code that retrieves from a database categories of sponsored information provided by exclusive sponsors for said target location; and

a third program code that delivers said sponsored information to said

computing/communications device over said network.

48. (New) The computer readable data storage medium according to claim 47 comprising program code that interprets data input by a user of said computing/communication device to determine said target location.

49. (New) The computer readable data storage medium according to claim 48, further comprising program code that communicates to said user through said computing/communication device location selection options.

50. (New) The computer readable data storage medium according to claim 49, comprising program code that communicates to said user through said computing/communications device a series of said location selection options, each said location selection option of said series comprising a more specific geographic sub-division than a preceding location selection option of said series.

51. (New) The computer readable data storage medium according to claim 49 comprising program code that delivers from said server to said computing/communications device said sponsored information for a specific time period.

52. (New) The computer readable data storage medium according to claim 51 comprising program code that delivers from said server to said computing/communications device said sponsored information from exclusive sponsors for each of said geographic sub-

divisions.

53. (New) The computer readable data storage medium according to claim 47, wherein said sponsored information comprises information concerning at least one of: real estate services, residential construction services, health care services, automotive services, financial services, delivery services, repair services and professional services.

54. (New) A system for communicating to a user sponsored content in categories assigned for at least one of a plurality of target locations for which a user seeks information over a network, comprising:

- a computing/communications device having an interface to communicate with said user and to communicate user selected ones of said target locations over said network and circuitry to determine information for identifying said selected ones of said target locations independent of a physical location of said computing/communications device; and

- a server connected to said network, said server being configured to receive said information identifying said selected ones of said target locations and to generate said sponsored content provided by exclusive sponsors for said categories assigned to said selected ones of said target locations and to communicate categorized sponsored content to said computing/communications device for each said one of said selected target locations.

55. (New) In a computer implemented network for communicating information concerning a target location for which a user seeks information to a user of said network, a method of allocating to sponsors specific time periods for providing said target location information comprising the steps of:

for each said target location, identifying at a server device on said network categories of information for said target location and available time periods;

for each said category of information, automatically auctioning exclusive access to provide said target information to a highest bidder for each said available time period; and

through said server facilitating communication of said target location information from a winner of said auction for each respective time period.

56. (New) In a computer implemented network for communicating target location information to a user of said network, the method of claim 55, comprising allowing an existing exclusive sponsor in a respective category of information to match a bid of another participant in the auction for the respective category.